

A-18

“RE Did you see Hannity.msg”

Strickland, Shemaiah

From: christa jones <xtahonez@hotmail.com>
Sent: Saturday, February 6, 2010 9:28 AM
To: Tom Hofeller
Subject: RE: Did you see Hannity?

We estimate every percentage point in the response rate is worth about \$80-90 million--that's a soft number though, we're trying to recalculate. That's about one million or so households.

Christa D Jones Washington, DC

From: celticheal@aol.com
To: xtahonez@hotmail.com
Subject: RE: Did you see Hannity?
Date: Fri, 5 Feb 2010 20:01:38 -0500

So how many extra questionnaires would have to be answered to make this ad worthwhile?

From: christa jones [mailto:xtahonez@hotmail.com]
Sent: Friday, February 05, 2010 6:42 PM
To: Tom Hofeller; Tom Hofeller
Subject: Did you see Hannity?

<http://www.foxnews.com/story/0,2933,584929,00.html>

They could really hurt the census. What do you think?

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<<http://clk.atdmt.com/GBL/go/201469229/direct/01/>>

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Hotmail: Trusted email with powerful SPAM protection. Sign up now.
<<http://clk.atdmt.com/GBL/go/201469227/direct/01/>>

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